

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Shorr Johnson Magnus
1831 Chestnut Street
Floor 6
Philadelphia, PA 19103-3700

<u>Product</u>		<u>Contract / Revision</u>	<u>Alt Order #</u>
BROWN FOR SENATE		787503 /	06212084
<u>Contract Dates</u>			
<u>10/16/12 - 10/22/12</u>		<u>Estimate #</u>	
<u>Advertiser</u>		<u>Original Date / Revision</u>	
Brown, S (D)/US Senate		08/30/12	/ 08/30/12
<u>Billing Cycle</u>		<u>Billing Calendar</u>	<u>Cash/Trade</u>
WEEKLY		Broadcast	Cash
<u>Station</u>		<u>Account Executive</u>	<u>Sales Office</u>
WOIO		Teresa Difuria	Telerep-Philade
<u>Special Handling</u>			
Cash In Advance			
<u>Demographic</u>			
Adults 35+			
<u>IDB#</u>		<u>Advertiser Code</u>	<u>Product Code</u>
		Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
1	WOIO	10/16/12	10/19/12	Action News at 6p	6-630p		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	-TWTF--							
2	WOIO	10/22/12	10/22/12	Action News at 6p	6-630p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/22/12	10/28/12	1-----							
3	WOIO	10/16/12	10/19/12	Action News at 5p	5-6p		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	-TWTF--							
4	WOIO	10/22/12	10/22/12	Action News at 5p	5-6p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/22/12	10/28/12	1-----							
5	WOIO	10/21/12	10/21/12	SU Action News at 630p	630-7p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	-----1							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
1	WOIO	10/15/12-10/21/12		SU Action News at 630p	630-7p		:30	\$425.00	NM		
				See MG 5.2, 5.3							
2	WOIO	10/16/12-10/19/12		The Early Show	7-9a		:30	\$250.00	NM		
3	WOIO	10/16/12-10/19/12		America Now	9-10a		:30	\$175.00	NM		
4	WOIO	10/20/12	10/20/12	SA Action News at 7p	7-8p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	-----1-							
5	WOIO	10/16/12	10/19/12	Action News at 4p	4-5p		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/15/12	10/21/12	-TWTF--							
6	WOIO	10/22/12	10/22/12	Action News at 4p	4-5p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/22/12	10/28/12	1-----							
7	WOIO	10/16/12	10/19/12	M-F 7-730p	7-730p		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
8	WOIO	10/16/12	10/19/12	M-F 7-730p	7-730p		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
9	WOIO	10/16/12	10/19/12	M-F 7-730p	7-730p		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							

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Contract / Revision 787503 /	Alt Order # 06212084	
Contract Dates 10/16/12 - 10/22/12	Product BROWN FOR SENATE	Estimate #
Advertiser Brown, S (D)/US Senate		Original Date / Revision 08/30/12 / 08/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		Start Date	End Date	Weekdays							Amount
Week: 10/15/12		10/15/12	10/21/12	- TWTF--				4	\$800.00		
10	WOIO	10/22/12	10/22/12	M-F 7-730p	7-730p		:30			NM	1 \$800.00
Week: 10/22/12		10/22/12	10/28/12	Weekdays				1	\$800.00		
11	WOIO	10/16/12	10/19/12	M-F 730-8p	730-8p		:30			NM	4 \$3,600.00
Week: 10/15/12		10/15/12	10/21/12	- TWTF--				4	\$900.00		
12	WOIO	10/22/12	10/22/12	M-F 730-8p	730-8p		:30			NM	1 \$900.00
Week: 10/22/12		10/22/12	10/28/12	1-----				1	\$900.00		
13	WOIO	10/18/12	10/18/12	Thur Hour 3	10-11p		:30			NM	1 \$2,750.00
Week: 10/15/12		10/15/12	10/21/12	Weekdays				1	\$2,750.00		
14	WOIO	10/16/12	10/16/12	Tue Hour 1	8-9P		:30			NM	1 \$3,250.00
Week: 10/15/12		10/15/12	10/21/12	Weekdays				1	\$3,250.00		
15	WOIO	10/19/12	10/19/12	Fri Hour 3	10-11p		:30			NM	1 \$2,500.00
Week: 10/15/12		10/15/12	10/21/12	Weekdays				1	\$2,500.00		
16	WOIO	10/21/12	10/21/12	Sun Hour 4	10-11p		:30			NM	1 \$2,500.00
Week: 10/15/12		10/15/12	10/21/12	Weekdays				1	\$2,500.00		
17	WOIO	10/18/12	10/18/12	Thur Hour 2	9-10P		:30			NM	1 \$2,750.00
Week: 10/15/12		10/15/12	10/21/12	Weekdays				1	\$2,750.00		
18	WOIO	10/22/12	10/22/12	Mon Hour 3	10-11P		:30			NM	1 \$2,500.00
Week: 10/22/12		10/22/12	10/28/12	Weekdays				1	\$2,500.00		
19	WOIO	10/16/12	10/16/12	Tue Hour 3	10-11P		:30			NM	0 \$0.00
Week: 10/15/12		10/15/12	10/21/12	Weekdays				1	\$3,250.00		
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type	
1	WOIO	10/15/12-10/21/12		Tue Hour 3	10-11P	- Tu-----	:30		\$3,250.00	NM	
<i>Credited</i>											
20	WOIO	10/21/12	10/21/12	Sun Hour 3	9-10p		:30			NM	1 \$3,000.00
Week: 10/15/12		10/15/12	10/21/12	Weekdays				1	\$3,000.00		
21	WOIO	10/17/12	10/17/12	Wed Hour 2	9-10p		:30			NM	1 \$3,000.00
Week: 10/15/12		10/15/12	10/21/12	Weekdays				1	\$3,000.00		
22	WOIO	10/19/12	10/19/12	Fri Hour 2	9-10p		:30			NM	1 \$2,500.00
Week: 10/15/12		10/15/12	10/21/12	Weekdays				1	\$2,500.00		
23	WOIO	10/21/12	10/21/12	Sun Hour 2	8-9p		:30			NM	1 \$3,000.00
Week: 10/15/12		10/15/12	10/21/12	Weekdays				1	\$3,000.00		
24	WOIO	10/17/12	10/17/12	Wed Hour 3	10-11p		:30			NM	1 \$2,750.00
Week: 10/15/12		10/15/12	10/21/12	Weekdays				1	\$2,750.00		

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Advertiser		Original Date / Revision
Brown, S (D)/US Senate		08/30/12 / 08/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
25	WOIO	10/17/12	10/17/12	Wed Hour 1			:30			NM	1 \$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/15/12	10/21/12	-- 1 ----				1	\$3,000.00		
26	WOIO	10/21/12	10/21/12	Sun Hour 1			:30			NM	1 \$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/15/12	10/21/12	----- 1				1	\$4,500.00		
27	WOIO	10/22/12	10/22/12	Mon Hour 2			:30			NM	1 \$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/22/12	10/28/12	1-----				1	\$3,750.00		
28	WOIO	10/16/12	10/19/12	David Letterman	1135p-1238a		:30			NM	8 \$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/15/12	10/21/12	-TWTF--				8	\$300.00		
29	WOIO	10/22/12	10/22/12	David Letterman	1135p-1238a		:30			NM	2 \$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/22/12	10/28/12	2-----				2	\$300.00		
30	WOIO	10/21/12	10/21/12	11p-1205a	11p-1205a		:30			NM	1 \$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/15/12	10/21/12	----- 1				1	\$550.00		
31	WOIO	10/16/12	10/19/12	Action News at 11p	11-1135p		:30			NM	4 \$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/15/12	10/21/12	-TWTF--				4	\$700.00		
32	WOIO	10/20/12	10/20/12	11p-1205a	11p-1205a		:30			NM	1 \$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/15/12	10/21/12	----- 1-				1	\$450.00		
33	WOIO	10/22/12	10/22/12	Action News at 11p	11-1135p		:30			NM	1 \$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/22/12	10/28/12	1-----				1	\$700.00		
N 34	WOIO	10/16/12	10/19/12	3-4p	3-4p		:30			NM	4 \$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		10/15/12	10/21/12	-TWTF--				4	\$800.00		

Totals 63 \$66,950.00

Time Period	# of Spots	Gross Amount	Net Amount
10/15/12 - 10/21/12	53	\$56,650.00	\$48,152.50
10/22/12 - 10/28/12	10	\$10,300.00	\$8,755.00
Totals	63	\$66,950.00	\$56,907.50

Signature: _____ **Date:** _____

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